

THIRD BIENNIAL REPORT
of the
**Division of Resources and
Development**

of the
DEPARTMENT OF BUSINESS AND ADMINISTRATION

Transmitted to the Governor
and

The Sixty-seventh General Assembly
of the State of Missouri

Covering the Period
July 1, 1950 to June 30, 1952



RESOURCES AND DEVELOPMENT COMMISSION

GEORGE D. CLAYTON, JR., *Chairman*
D. W. SNYDER, JR., *Vice-Chairman*

PRESTON N. COOK
E. L. DALE
W. F. ENRIGHT
HERMAN M. HAAG

UEL W. LAMKIN
J. RAYMOND LUCY
ARTHUR D. LYNN
GEORGE C. SMITH

H. H. MOBLEY, *Director*

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LETTER OF TRANSMITTAL

July 1, 1952

*Mr. Bert Cooper, Director
Department of Business and Administration*

Dear Mr. Cooper:

I herewith transmit a summary of the work of the Division of Resources and Development for the period July 1, 1950, to June 30, 1952.

H. H. MOBLEY,
Director

RESOURCES AND DEVELOPMENT COMMISSION COMMITTEES

Executive Committee

GEO. D. CLAYTON, JR.
Chairman
Hannibal

D. W. SNYDER, JR.
Vice-Chairman
Jefferson City

Finance Committee

W. F. ENRIGHT, *Chairman*
St. Joseph

P. N. COOK
Monett

J. RAYMOND LUCY
Parma

Aviation Committee

ARTHUR D. LYNN, *Chairman*
Kansas City

GEORGE C. SMITH
St. Louis

UEL W. LAMKIN
Maryville

W. F. ENRIGHT
St. Joseph

Industrial Committee

GEORGE C. SMITH, *Chairman*
St. Louis

D. W. SNYDER, JR.
Jefferson City

ARTHUR D. LYNN
Kansas City

HERMAN M. HAAG
Columbia

Museum Committee

D. W. SNYDER, JR., *Chairman*
Jefferson City

E. L. DALE
Carthage

HERMAN M. HAAG
Columbia

Recreation and Information Committee

P. N. COOK, *Chairman*
Monett

W. F. ENRIGHT
St. Joseph

E. L. DALE
Carthage

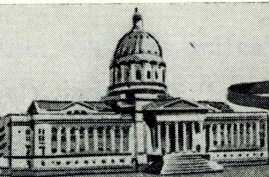
Water Committee

HERMAN M. HAAG, *Chairman*

D. W. SNYDER, JR.
Jefferson City

GEO. D. CLAYTON, JR.
Hannibal

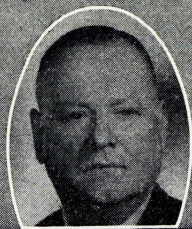
J. RAYMOND LUCY
Parma



GEO. D. CLAYTON, JR.
CHAIRMAN



UEL W. LAMKIN
MEMBER



D. W. SNYDER, JR.
VICE-CHAIRMAN



PRESTON N. COOK
MEMBER



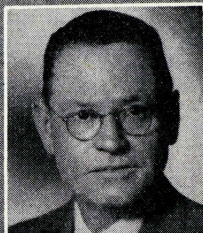
M. R. ROWLAND
MEMBER



W. F. ENRIGHT
MEMBER



GEORGE C. SMITH
MEMBER



ARTHUR D. LYNN
MEMBER



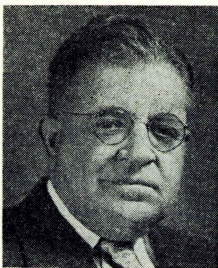
DR. HERMAN M. HAAG
MEMBER



LOUIS H. BREUER
MEMBER

STATE COMMISSION OF RESOURCES
AND DEVELOPMENT





E. L. DALE
Member



J. RAYMOND LUCY
Member

E. L. Dale, member, appointed February 9, 1952 to replace Louis H. Breuer and J. Raymond Lucy, member, appointed Feb. 9, 1952 to replace M. R. Rowland

OPERATION OF THE COMMISSION

Membership on the Resources and Development Commission as of June 30, 1952, was composed of the following: Geo. D. Clayton, Jr., Hannibal, Chairman; D. W. Snyder, Jr., Jefferson City, Vice-Chairman; Preston N. Cook, Monett; E. L. Dale, Carthage; W. F. Enright, St. Joseph; Herman M. Haag, Columbia; Uel W. Lamkin, Maryville; J. Raymond Lucy, Parma; Arthur D. Lynn, Kansas City; and George C. Smith, St. Louis.

There were two changes on the commission during the biennium. Mr. Dale was named as replacement for Louis H. Breuer, Rolla, whose term expired Feb. 9, 1952; and Mr. Lucy was named to fill the unexpired term of M. R. Rowland, Caruthersville, who resigned for reasons of health. Mr. Clayton, Mr. Snyder and Mr. Haag were reappointed to six-year terms on the commission by Governor Forrest Smith.

Aside from their widely scattered geographical positions over Missouri, the members of the commission also represent diversified fields of activity. On the commission are a banker, research director, two insurance executives, chamber of commerce president, newspaper publisher, merchant, utilities company president, college president emeritus and park commissioner. In compliance with the law creating the bi-partisan commission, five are Democrats and five are Republicans.

The staff is headed by a director selected by the commission, who serves as secretary to the commission at each meeting.

While the fields of operation remain the same, the commission consolidated the recreation and publicity sections during the biennium into the recreation and information section.

AVIATION SECTION

General.—The aviation section of the division is charged to “encourage the development of the aeronautical resources of the state and aid in an education program related to aviation.” The division is also responsible for the administration of the Memorial Airfield Act, House Bill No. 192, Sixty-third General Assembly, whereby cities, towns, and counties are eligible for a \$10,000 grant of state funds on a matching basis for the purchase and construction of memorial airports. This bill also requires the division to give free technical advice to communities desiring to develop municipal airports.

The section has maintained a program of service to the aviation public of the state that has included airport development, air marking, aviation education, and distribution of aviation information.

Airport Development.—To date, 39 communities have been approved for state funds under the Memorial Airfield Act, and 36 communities either have constructed or are in the process of constructing airports. Three have experienced difficulty of some form and may not continue with the project.

The last legislature appropriated only enough funds to satisfy the requirements of those communities which had already been approved. Several inquiries have been made with respect to the availability of state funds for the development of memorial airports. Since no state aid is available, the section has only been able to encourage the airport development with local funds.

The federal government, through the Civil Aeronautics Administration, in the past has allowed state funds to be used by the community as matching funds for additional federal grants. In many cases, this has permitted a community to spend \$40,000 for an airport with the utilization of only \$10,000 in local funds. All of the communities mentioned above have received federal funds with the exception of three. A comparison of these projects with those where federal funds were utilized has pointed out a fallacy in the airport development program. The difficulties encountered in satisfying the requirements of the Civil Aeronautics Administration often have resulted in the community

receiving little more airport facilities than it could have received with local and state funds only. The Civil Aeronautics Administration requires that very high construction standards be maintained, that additional engineering plans be prepared, and that the airport be planned so it can be expanded to care for what is believed to be the needs for many years to come. These requirements and others cause airport costs to climb excessively. Since the Korean war, the federal government has restricted the use of federal funds to only those airports directly connected with national defense. This has prevented most of the small airports from being eligible for federal funds.

The experience gained from the airport development program has shown that it has not satisfied the most serious needs. Airports were constructed only where a community developed sufficient enthusiasm to undertake an airport development program. Many of our communities which had a definite need for some type of landing facility did not generate this enthusiasm. There are also many locations where landing facilities are definitely needed, such as near our state parks and other recreational areas, but where there is no community large enough to develop this facility. In order to increase the utility of the airplane and permit its use by more citizens of the state, many more landing facilities are badly needed. Only a program designed to construct a large quantity of low cost landing strips at the places where the flying public wants them, will satisfy these needs.

During the biennium, the section accepted on behalf of the state a considerable quantity of airport lighting and marking equipment from the Civil Aeronautics Administration. This surplus equipment was distributed to various airports in the state and has resulted in a considerable increase in airport development at very little cost to the communities involved. Seven communities received airport lighting equipment. Thirteen communities received airport boundary markers. Eleven received steel beacon towers and beacons. Two have received or will receive engine generator sets. In addition, a large quantity of small miscellaneous airport equipment was received and has been or will be distributed and assistance was given other cities in obtaining equipment directly from the CAA. Section personnel developed a low cost emergency airport lighting system from some surplus airway course lights for which no other use could be

found. Several small communities are in the process of making an installation based on this plan.

Airmarking.—Air markers have been referred to as the highway signs of the air. An air marker usually is painted on the most prominent building in the community and includes the name of the town and the direction and distance to the nearest airport.

Our records show that only 60 air markers in Missouri are still legible as compared to a total of 130 two years ago. Markers deteriorate rather rapidly and are often obliterated by necessary roof repairs of the buildings on which they are located. The average life of an air marker is only three years. Since the Civil Aeronautics Administration no longer furnishes free paint for airmarking purposes, it requires a tremendous amount of promotional work to interest a community in either the original layout or maintenance of a sign by volunteer money and labor. The section's experience with the promotion of air markers under such conditions indicates that too often the cost of promotion exceeds the actual cost of a finished marker. Consequently, very little effort has been expended in this field. The section's efforts have been confined to providing plans and instructions for airmarking to interested communities.

Other states also have found that an airmarking program will not function on volunteer labor and funds, and have turned to a more logical system which utilizes state employed airmarking crews.

Aviation Information.—To provide current information on the available airports and their location and facilities, the section designed and published in 1951 a Missouri Airport Directory. This directory included, in addition to the aeronautical data on the airport, an aerial photograph showing what the pilot would expect to see as he approached the airport. The directory also included photographs of various points of interest and recreational facilities in the state. Requests have been received from all over the nation from pilots desiring to utilize this directory during a visit to Missouri. The enthusiasm of the pilots and airport operators of the state is evidence that this publication has been well received.

The section also has designed and will have available for distribution an aeronautical chart of the state. It is assumed

that this chart will receive use similar to those which have been published. This new chart contains all of the aeronautical data on airports, airways, and navigational aids. It also locates many personal use landing strips which are important to flying farmers and also important as emergency landing fields. As soon as these charts are received from the printer, they will be distributed by this office and by the Missouri airport operators.

The aviation development news of the state has been published regularly in the division's general newsletter.

A complete file of all aircraft registered with the CAA is maintained by section personnel. New listings on IBM cards are received each month from the CAA Washington office. Information from this file is made available for many reasons to citizens of the state. It also has been useful in organizing the civil aircraft of the state in connection with civil defense.

Aviation Education.—Although the section is charged with aiding in an educational program related to aviation, budgetary limitations have prevented the conducting of more than a token program in this very important field. The aviation industry has made tremendous strides in technical advancement in the past 50 years. Aircraft speeds have advanced to over 1,200 miles per hour and aircraft ranges have advanced to permit non-stop flights around the world. Even light personal aircraft have been developed to the point where around-the-world flights are becoming quite common. In spite of these tremendous technical advances, the public acceptance of aircraft as a transportation facility and the public understanding of the impact of the airplane on the world has been very slow. Many well educated people insist upon "keeping one foot on the ground" and believe that the airplane will never be of any real value to the average citizen. This tremendous lag in public acceptance of the aircraft, compared to the technical progress, has created the field for aviation education.

The most pressing need in this field is the collection, dissemination, and distribution of aviation material suitable for use by the teachers in our educational institutions. The section has aided as much as possible in providing aviation information to the teachers requesting such information. The section assisted in the formation of a Missouri committee of the National Aviation Education Council. The purpose of this council is to aid in the distribution of aviation education material and to encourage an

aviation education program by a state office. The section still has available, in a small quantity, an Air Age Handbook which was published in 1949 jointly with the State Department of Education. It was published for teachers in Missouri public schools and is distributed to them for their use and guidance in aviation education work.

Civil Defense.—The chief of the Aviation Section has been designated to work with the Civil Defense Agency of the state for the purpose of organizing civil aircraft for use in the event of an enemy attack. In this capacity, the section has proceeded to register aircraft for such use and to analyze the aeronautical facilities and see how they can best serve the public should such an event occur. The state has been divided into eleven areas and directors have been appointed for most of these areas. The entire plan has been designed to permit the most effective utilization of the available civil aircraft with the least delay. It is expected that the available civil aircraft will be utilized to transport medical personnel and medical supplies from outlying areas to the scene of the attack where time is an important factor. Civil aircraft will also be utilized for aerial reconnaissance of the disaster area, as an aid to directing traffic over crowded roads, and many other uses for which the airplane is particularly adaptable.

Aviation Promotion.—The section has worked closely with various aviation organizations within the state for the general promotion of aviation. These aviation organizations include the Missouri Airport Operators Association, the Missouri Flying Farmers, various pilot clubs, etc. By working closely with these groups, the section has been able to keep well informed of the problems confronting those in aviation and of the obstacles which keep others from enjoying its advantages and pleasure.

The section personnel perform a large percentage of their travels by means of aircraft and try to keep themselves informed as much as possible in the field of aviation. The section personnel have learned that a large percentage of these trips can be conducted much more easily and more economically by airplane than by any other means and have encouraged other state departments in the utilization of aircraft for this purpose. The division has available a four-place aircraft and personnel of the aviation section utilize this aircraft for the transportation of themselves and of personnel of other sections of the division.

INDUSTRIAL SECTION

The Industrial Section operated in three major fields during the biennium. First was the distribution of the 1950 edition of the Directory of Missouri Manufacturers which came off the press about the first of February, 1951. Complimentary copies were sent to all manufacturers listed in the book, libraries, state and federal agencies. The new directory listed some 7,338 companies. To prevent misuse of the listings a fee of \$10.00 per copy was set by the commission. To June 30, 1952, a total of 313 copies had been sold.

Secondly, the section has issued each three months a list of available buildings to be used in connection with the division's national advertising campaign. As a direct result of this service to the communities of the state a total of 279 requests have been handled. The available building list is mailed to members of the American Society of Industrial Realtors throughout the U. S., federal agencies and bureaus concerned with industrial plant dispersion, and to any other persons indicating an interest in the information.

Third most important field was the preparation of basic data on Missouri. During the biennium detailed maps were prepared or revised covering railroad junctions, oil and gas pipe lines, electric transmission lines, ground water resources, and trends of population from 1890 to 1950.

The section has written and personally contacted scores of out-of-state manufacturers who have shown interest in locating plants within the state. Close cooperation is maintained with the Missouri State, the St. Louis, the Kansas City and local chambers of commerce as well as with industrial departments of railroads, utility companies and real estate boards on industrial leads of mutual interest.

The location of new industries and establishment of branch plants is a highly competitive matter. Therefore, the industrial section also analyzes the relative industrial advantages of Missouri as compared to other states.

Several special studies were made in co-operation with the University of Missouri at Columbia. Two, made in co-operation with Forest Research Unit dealt with marketing potential and

extent of our short leaved pine resources. The other, in co-operation with the graduate school's Institute for Research in the Social Sciences deals with industrial development corporations in Missouri.

Industrial growth in Missouri as reflected by new, expanding and special developments were the best in the state's history. The biennium saw 127 new industries established in the state. This represented a total new investment of over 62 million dollars (\$62,283,450.00). It furnished jobs for 16,283 new workers whose annual earnings totalled \$48,766,470.44. Two hundred eighty (280) industries spent \$148,970,064.00 on expansions to provide 16,730 new jobs with an annual payroll of \$50,139,143.36. Manufacturing space added by new and expanding industry totalled almost 16 million square feet (15,801,928). Special industries for defense, utilities, railroads, etc., spent some \$224,467,793.00 for facilities and development.

These increases in the manufacturing facilities in the state when combined represented a total new investment of \$435,721,307.00 and provided 36,073 workers jobs whose annual wages were \$106,140,743.80. In the two large metropolitan areas of the state this growth was reflected by figures compiled by the St. Louis Chamber of Commerce who reported that 1951 was the best year in their long history. In that area alone some \$314,000,000 was invested in new and expanding manufacturing facilities.

A program of research was conducted throughout the biennium. The collecting and assembling of the data for the "Directory of Manufacturers" and the compilation of the facts and figures for the industrial brochure (Missouri—Land of Industrial Diversity) was completed during the period. The section continued to receive requests for statistical and economic data from various interested parties. A study on the southern half of Missouri was supplied to the Committee on the Southwest economy as requested for the President's Council of Economic Advisers. A report of the past industrial growth and present potential of the Missouri portion of the Arkansas, White, and Red River Basin was prepared for the Department of Commerce.

MUSEUM SECTION

The museum continued to show remarkable progress in its long range plan of revamping the museum of pre-war days and coming up with a presentation of exhibits, each with a story. The concept of a museum being a collection of odds and ends long ago was cast aside and the modern treatment substituted.

In line with this general philosophy, the staff of the museum planned and constructed a series of exhibits, some permanent and others temporary in nature. The following exhibit units were completed:

Aviation exhibit	Horse-powered farm equipment
Wasp nest exhibit	Tuff or barite
Indian pottery exhibit	Geodes
Cotton exhibit series	Fossils
1. synoptic wall case	Clay products
2. defoliation	Industrial glass
3. cotton seed oil uses	Early iron
4. modern gin	Missouri iron ores
5. spinning	Iron utilization today
6. weaving	Early Chinaware
7. viscose cotton	Improved farm equipment
Fire hose hand cart	Electro-mechanical units
Farm power	Farm power
Lasting progress	Industrial glass
Shoe patterns	Talking label
Fake archaeology	Garment making
Early farm equipment	

In addition, six temporary school Art Shows were presented during the period. As is to be expected, a number of other exhibits have been started and are in various stages of progress, but none is complete.

The museum has a significant number of "firsts" in presentation techniques, with an increasing number of other museums adopting them. Among them are slant-top wall cases; dual purpose trough lights; non-magnetic starter switches; multi-pane diorama fronts; and insert folder publications. It is probable that its plaster container technique will be added to the list.

Attendance at the museum reached new heights, with 84,578 visitors registering at the museum. Observation has revealed that only about one person out of ten visiting the museum ever regis-

ters, so it is logical to believe actual number of visitors during the period was in the neighborhood of 845,780. During one eight-week period, visitors registered from 44 of the 48 states and from 20 foreign countries.

The total number of loans was reduced from 30,725 as of July 1, 1950, to 28,350 on June 30, 1952, with the latter having a value of \$19,064. During the period, 994 new properties were acquired, bringing the total accessions to 72,537. Therefore, the end of the biennium found 100,887 specimens in the museum.

Field trips by staff members resulted in valuable material for the fossil exhibit. Crinoids, bryozoa, hydra, brachiopods and fossil coral were found on these trips. One trip resulted in reproductions of fossil tracks in sandstone through use of casting methods.

Co-operative activity with companies and divisions of state government was continued and services to organizations expanded. Assistance was given to the Jefferson City Art Club, the Mark Twain Memorial Committee, the finance and fine arts sections of the Department of Education on exhibit and visual information projects.

RECREATION AND INFORMATION SECTION

The recreation and information section was formed during the biennium, being a consolidation of two sections, recreation and publicity.

Work continued in the field of recreation on a state-wide basis, with a recreation assistant working full time on community recreation. Organization of recreation committees and planning for playgrounds in Missouri communities were principal segments of this task. Communities assisted in community recreation planning included Trenton, Macon, Mexico, Marceline, Steelville, Higginsville and Bolivar.

The section worked closely with committees from a number of communities, planning fairgrounds, park buildings, recreational fields, play areas, swimming and wading pools. The following cities were aided along this line: Boonville, Sweet Springs, Odessa, Columbia, Glasgow, Lee's Summit, Neosho, Liberty, St. Joseph, Union, Olivette, Marceline, Dixon, Warrensburg, Clinton, Camp Bunker Hill and California.

In order to assist many towns in Missouri which are in need of recreation information, and to bring them experienced people in the recreation field, a series of 15 recreation forums was set up, with the first two being held in the biennium. Public recreation forums were held at Kirksville and Warrensburg, with 32 cities and towns represented by 131 persons, in attendance. These forums, planned for the rural sections of Missouri, will be continued.

The section worked closely with the adult extension service of the University of Missouri in a training program for recreational leadership. Co-operation also was given to the Missouri Recreation Workshop, which holds an annual workshop camp of one week duration at the Lake of the Ozarks State Park, for training recreation leaders. The membership in this group was doubled in the last two years.

Co-operation also was given to the advisory commission of the Missouri Association of Social Welfare, in order that the plans and program outlined by the Missouri White House Committee on Children and Youth be followed up.

To answer many questions on operations of swimming pools a questionnaire was circulated throughout the state to obtain operational data. This information was compiled into a report entitled "Operation of Swimming Pools in Missouri."

Included in specific work in community recreation were a field trip with the U. S. Corps of Engineers for a recreation study of the Salt River Basin; editorship of "Guidepost," monthly newsletter of the Missouri Recreation Association; planning of annual conference of Missouri Recreation Association as well as aid in publishing that group's booklet, "Missouri Shows You"; talks before civic clubs on recreation subjects; and answering many requests for information on programming, facilities and equipment.

The commercial recreation phase was not neglected. The section was in close contact with various regional promotional associations, such as the Lake of the Ozarks Association, the Ozark Playgrounds Association, White River Boosters League, Old Trails Recreation Association, Pony Express Territory Recreation Association, Old Settlement Playgrounds Association, Lake Wappapello and Clearwater Lake associations.

Active participation in the National Association of Travel Organizations brought experiences of other states which proved beneficial when applied in Missouri. Ideas and promotions were passed on to regional groups, along with direct assistance in planning literature and exhibits for shows.

Typical of the promotional work of the section was the planning and execution of two tours for travel writers and automobile club representatives. One was held in the fall of 1950 with the other conducted in the spring of 1952. Both were most successful, and communities touched by the travel tour enthusiastically asked for repeat tours. The resulting publicity undoubtedly was most beneficial. Guests on the tour included travel writers from metropolitan newspapers and nationally circulated magazines.

A succession of advertising rate increases by media made more difficult each year's task of attempting to better the records set in years gone by. In reality, the increases meant smaller or less frequent ads. Therefore the results were all the more significant.

The response to all advertising in all media in the biennium from July 1, 1946 to June 30, 1948 totaled 85,351; the biennium

from July 1, 1948 to June 30, 1950 produced 93,062 inquiries; and the biennium covered by this report brought 103,388 replies, all keyed to advertising media.

New publications issued in the period included Central Ozarks Region of Missouri, Old Trails Area of Missouri, Old Settlement Playgrounds of Missouri and Green Hills Region of North Missouri. These booklets were in the regional series published by the division, and marked publication of twelve of the sixteen planned. It is expected the last four will be published in the upcoming biennium. A new industrial publication, Missouri—Land of Industrial Diversity, was issued.

In the series of general distribution mailing pieces, the division issued Hoot Mon! It's Missouri for a Thrifty, Family Vacation in 1951, and in 1952, All Roads Lead to Missouri. The division distributed Missouri Shows You for the Missouri Recreation Association in both years of the biennium.

The annual edition of Floating and Fishing was issued in both 1951 and 1952, listing changes in the rules and regulations of the Conservation Commission, and correcting the lists of float trip operators. A new publication on the state capitol was issued and distribution completed.

Newspapers utilized in the division's recreational advertising during the biennium were: Chicago Tribune, Chicago Herald-American, Chicago Daily News, Kansas City Star, St. Louis Post-Dispatch, St. Louis Globe-Democrat, Daily Oklahoman, Wichita Beacon, Milwaukee Journal, Milwaukee Sentinel, Omaha World-Herald, Cincinnati Enquirer, Evansville Courier Press, Cleveland Plain Dealer, Dallas News, Dallas Times-Herald, Peoria News, Tulsa World, Topeka Daily Capital, Indianapolis Star, Detroit News, Christian Science Monitor and Kansas City Weekly Star.

Some 450 Missouri weekly and daily newspapers carried State of Missouri advertising. The second year of the biennium, the division's advertising was placed on Missouri's 49 radio stations.

Magazines used in campaign included: American, National Geographic, Holiday, Highway Traveler, Grade Teacher, The Instructor, Saturday Evening Post, Outdoor Life, Hunting and Fishing, Fur-Fish-Game, Field and Stream, Redbook, Sports Afield, Cosmopolitan, Travel America, American Legion Magazine, Nebraska Farmer, Prairie Farmer, and Wallace's Farmer.

Publications used in the industrial development advertising were: Wall Street Journal, Chicago Tribune, New York Times, New York Herald-Tribune, Harvard Business Review, Nation's Business, Sales Management, Blue Book of Southern Progress, Fortune, Time, Newsweek, U. S. News and World Report, Dun's Review, Modern Industry and Business Week.

Publications distributed during the biennium included:

White River Country.....	35,800	Airport Directory and Charts.....	15,000
Lake of the Ozarks Country.....	57,160	Buyer's Guide.....	9,900
Mark Twain Region.....	24,000	Missouri Travelogue.....	206,000
Big Springs Country.....	3,780	Corn.....	1,095
Pony Express Territory.....	16,600	Milk.....	1,170
Meramec Valley.....	17,200	Poultry.....	1,250
Daniel Boone Region.....	54,770	Soybeans.....	1,200
Ozark Playgrounds.....	17,720	Organized Associations'	
Central Ozarks Region.....	42,350	Pamphlets.....	18,000
Old Trails Area.....	27,350	State Highway Maps.....	21,000
Old Settlement Playgrounds..	21,350	State Parks Folders.....	11,000
Green Hills Region.....	22,390	Missouri Shows You	
Newsletter (24 issues at 3,300)	79,200	('51, '52).....	81,000
Missouri, Land of Industrial		Floating and Fishing	
Diversity.....	6,100	('51, '52).....	30,000
All Roads Lead to Missouri..	100,000	Resources Museum Folders..	72,000
Hoot Mon!.....	150,000	Agricultural and Industrial	
Capitol publication.....	210,000	Survey.....	2,200
Reports on Advertising Re-		Industrial Maps.....	850
sults.....	850		
Biennial Reports.....	500	Total single copies.....	1,382,285
Small Area Pamphlets.....	23,500		

The total of 1,382,285 publications distributed during the biennium was at a rate of 2,495 per working day.

Representatives of the division worked at sports and travel shows both years, and this media again proved effective in stimulating requests for Missouri travel and vacation literature. Literature was not passed out indiscriminately at the shows, but labels were signed at the Missouri booth, these labels later being used to mail the literature to the persons signing them.

1950-51		1951-52
4,344	Chicago Outdoors Show.....	4,857
4,905	St. Louis Sports and Travel Show.....	1,856
2,401	Detroit News Travel Show.....	3,548
4,217	Des Moines Sports and Travel Show.....	2,388
3,443	Chicago Amphitheatre Show.....	4,350
2,510	Dallas News Show.....	7,025
1,486	Springfield, Mo., Exposition.....	
.....	Milwaukee Sentinel Travel Show.....	5,420
.....	Kansas City Automobile Show.....	6,094
23,306	Total Requests for Literature.....	35,538

The division continued to show the two films on Missouri produced for it a few years ago: The Year's at the Spring and Indian Summer. In addition, copies of a third film, Missouri and Its Natural Resources, were distributed by the division. This film was made for the film library of the U. S. Bureau of Mines with the division serving in an advisory capacity with regard to film contents and script. The films were shown widely with showings in many states and several foreign countries:

	Showings	Attendance
The Year's at the Spring.....	1,587	210,726
Indian Summer.....	1,073	75,531
Missouri and Its Natural Resources.....	849	237,232
Totals.....	3,509	523,489

Photography continued to play a most important part in the promotional operations of the division. Literally thousands of glossy prints were made available to publicity and advertising media; to free lance writers wanting Missouri photos for their stories; and to a number of companies and agencies for use as murals.

WATER SECTION

Because of the varied interests in water resources development and the tremendous amount of data and information necessary for the proper planning of such development, it has been the policy of the commission to work in close co-operation with other agencies concerned with the subject. This procedure has resulted in a unified approach to the many water problems and has given assurance that all interests will be given consideration. It has also tended to eliminate duplication of effort by various agencies. Although a great deal has been accomplished toward a unified approach to the water problems of the state, much remains to be done.

Provision in House Bill.—Provision for the appointment of a Commission of Resources and Development is contained in House Bill No. 502, 62nd General Assembly. Section 7 of this bill reads in part as follows:

It shall be the duty of the commission to:

- (a) Investigate, assemble, develop and study, or cause to have investigated, assembled, developed and studied, all pertinent information available regarding . . . power and water resources;

Congressional Policy.—Public Law 534—78th Congress, and Public Law 14—79th Congress, known as the 1944 Flood Control Act and the 1945 Rivers and Harbors Bill, respectively, contain provisions relative to Congressional policy which recognizes the interests and rights of the states in determining the development of watersheds within their borders. The law requires that prior to the time plans for flood control or other river development projects are submitted to Congress, they shall be submitted to the state for review and comment. Under the provisions of Senate Committee Substitute for House Bill No. 161, 63rd General Assembly, and a directive by the Governor dated September 5, 1945, the Commission of Resources and Development is designated as the official state agency to negotiate and co-operate under the federal law referred to above, except as such matters may relate to forestry and wildlife.

It is apparent that under existing law the commission has very pronounced duties and responsibilities with respect to water resources development.

Co-operative Studies.—By far the most intensive activity on the subject of water resources development during the period covered by this report has been the participation on the Arkansas-White-Red Basins Inter-Agency Committee. This committee, composed of members from six federal agencies and the governors of the eight states or their designated representatives, was established as a result of the 1950 Flood Control Act. In this regard, the governor designated the head of the water section as the state representative on this committee. Specifically the committee is charged with the responsibility of developing a comprehensive plan for the land and water resources of the basins.

The co-operative study on the Grand River was completed and a joint report by all interested state agencies submitted to the governor. The plan being proposed for the basin consists of reservoirs and levees and channel improvement together with a land management program. Currently the proposed plan is being reviewed by the Corps of Engineers preparatory to its being submitted to higher authority.

In January, 1952, the president appointed the Missouri Basin Survey Commission whose duties were to study the land and water resources of the Missouri River Basin, and to make recommendations for the better protection, development and use of those resources. In co-operation with the other state agencies, this section prepared a report for the survey commission setting forth some of the desires and ideas of the state in regards to the Missouri basin program. We also co-operated with the Missouri River States Committee and the Council of States Government relative to the formulation of administrative procedures for the Missouri basin.

The section continued to advise the governor on the activities of the Missouri Basin Inter-Agency Committee. In addition, the section attended the committee meetings and represented the governor on the committee in his absence.

The commission continued to fulfill its statutory obligations in making reviews and recommendations on proposed land and water resource development measures proposed by the federal government. Reports were made on flood protection projects for

the New Madrid Floodway and Fox River. A report covering damages from Mississippi River pools to Louisiana, Missouri, was reported on by the commission. The division continued to participate in studies with the Corps of Engineers and reviewed some of the tentative proposals.

Under existing federal law the U. S. Department of Agriculture is charged with the responsibility of making surveys for run-off, waterflow retardation and soil erosion. In accordance with this provision the Department of Agriculture presented programs for land treatment and stabilization measures for the Grand (Neosho) and Upper White River basins. The Water Section in co-operation with the University of Missouri College of Agriculture and the Missouri Conservation Commission Forestry Division, reviewed and commented on these programs before their transmittal to congress by the secretary of agriculture.

DIVISION PERSONNEL

(As of June 30, 1952)

J. C. Alexander
A. T. Beavers
Robert L. Black
Eugenia Clardy
Rebecca Clemens
John M. Dewey
Norbert Evers
Dale Fearn
Jackie Frazier
T. Robert Halbrook
Leonard F. Haslag
James D. Idol
Lisle Jeffrey
Donald M. Johnson
E. Lee Lamar
L. M. Larkin
Herbert E. McKinney

Gerald R. Massie
H. H. Mobley
Prentiss Mooney
Eleanor S. Mosley
Mary Ann Neutzler
Edward F. Owen, Jr.
Mary Margaret Pope
Margaret Rankin
Norene Ricker
Alma D. Sauve
Keith Short
Alfred Stieferman
Harold Tomas
Juanita W. Thomas
Sue Thompson
Ralph Walker
Elvester Williams

Financial statement of receipts, disbursements and balances for the Division of Resources and Development for the fiscal biennium, July 1, 1949 and ending June 30, 1951.

Budget Item	Total Appropriation	Expended	Balance
Personal Service.....	\$250,000.00	\$243,926.53	\$6,073.47
Operation	200,000.00	200,000.00
Additions, Repairs and Replacements	15,000.00	15,000.00
Advertising.....	150,000.00	150,000.00
Totals.....	\$615,000.00	\$608,926.53	\$6,073.47

Financial statement of receipts, disbursements and balances for the Division of Resources and Development for the first year of the fiscal biennium, July 1, 1951 and ending June 30, 1953. (This statement covers the period July 1, 1951 to June 30, 1952).

Budget Item	Total Appropriation	Expended	Balance
Personal Service.....	\$250,000.00	\$120,580.01	\$129,419.99
Operation	210,000.00	94,415.09	115,584.91
Additions, Repairs and Replacements	8,000.00	2,940.72	5,059.28
Advertising.....	180,000.00	93,204.45	86,795.55
Totals.....	\$648,000.00	\$311,140.27	\$336,859.73

It will be noted that the fiscal year does not coincide with the period covered by this Third Biennial Report of the Division.

